**Sheila Swinney**

**Jacksonville, FL ▪ 904-293-6669 ▪ sheila@sheilaswinney.com**

[**https://www.linkedin.com/in/sheilaswinney/**](https://www.linkedin.com/in/sheilaswinney/)

**SENIOR DIRECTOR – OPERATIONS & SALES MANAGEMENT**

**Solution-Driven Sales | Program Management | Operations Leadership | Sales Maximization | Saas Solutions**

*Result-driven expert who formulates and executes revenue-generating strategies that set companies apart in competitive markets. Success in developing new business, managing key accounts, driving revenue, and leading cross-functional teams.*

Trusted sales director and sales expert with a steadfast career record of success in driving rapid sales growth and exceeding client expectations. Respected for connecting with clients from all professional levels, analyzing diverse businesses, identifying new opportunities, and delivering innovative solutions that drive millions of dollars in revenue. Expert in building empowered, metrics-focused teams and motivating teams to overcome challenges and penetrate new channels. History of success in conducting sales promotional activities as a part of brand building and market development effort. Effective at sharing information, processes, and diagrams to visually share and explain campaign ROI, workflows, back-office management, sale processes and user flows, automate documentation and, map strategic plans. Effective at managing cross functional relationships with key stakeholders in an Agile environment.

**Core Competencies**

**Sales Management | Strategic Planning | New Business Development | Account Management | Channel Building | Workforce Management | Marketing Plan Implementation | Department Oversight | Strategic Advising | Networking | People Management| Large Scale Presentations | Competition Mapping | Competitor Analysis| Program Leadership | Territory Management | CRM Management | Process & Quality Improvement | Training & Development |Lucid Chart Management**

**Leadership & Operational Qualifications**

* **Sales Management** – Impactful in managing all aspects of the sales plan, including the entire pipeline of converting marketing leads into opportunities, proposals, and wins. Solid understanding of key sales & marketing performance metrics and tracking tools for social media, website, and email subscribers.
* **Team Leadership** – Resourceful in implementing new initiatives, managing support teams, hiring, training, and leading team members. Strong work ethics and continuously striving for improvement coupled with excellent administrative aptitude with expertise in detail and commitment to offer high-quality work.
* **Program Oversight** – Well-versed in pursuing account management opportunities, enhancing analytical capability to provide cutting-edge research and insightful reports for effective decision making. Proven experience of managing accounts and effectively working with customers.
* **Problem Solving Expertise** – Adaptability to manage different situations and solve problems while working in a fast-paced environment. Ability to adapt to a dynamic, rapidly changing business environment. Proficient at managing multiple problems while implementing creative and cost-saving solutions.

**CAREER SYNOPSIS & KEY ACHIEVEMENTS**

**Sales Operations Consultant 2016 – Present**

**Help start-ups and seasoned veteran entrepreneurs remove and improve traditional selling/marketing techniques they use that trigger poor trust, no-shows, sales rejection, and objections. Mentor, train, and guide the sales and marketing teams, driving the success of the company’s goals and objectives by achieving individual sales quotas.**

* Support decision-making by effectively communicating and translating results into business insights and actions.
* Conduct all business professionally and ethically and build rapport with prospective customers and team members to increase the goodwill and profit of the company.
* Guide how to communicate and sell in the “New Economy” to get record-breaking 6-7-Figure results. Help fast-track clients’ success as their sales operation’s consultant, including done for you services.
* Drive business planning efforts within the sales department, effectively performing well in a dynamic environment.
* Manage the sales process closely, provide leadership, direction, and support to field sales teams.

***Achievement Snapshot:*** *Accelerated new sales growth, consistently exceeded quotas by developing new sales strategies and value propositions to close new business.*

**NSC Agency Full-time 2019 – Present**

**Sales Operations Director**

**Provide leadership to the day-to-day operations of the sales department while maintaining focus on the company’s strategic goals. Target new customers and sales opportunities initiate plans to approach and secure new business for the company. Managed and built out the CRM and functions to organize data and operations.**

* Hired, managed, and trained all insurance sales professionals. Creates email and drip campaigns and manages calendars with appointment setters. Built out the website and agents’ portal while building organizational reputation.
* Managed all workflows to effectively create automation of all email campaigns and correspondence with sales professionals. Actively managed 3 slack channels
* Created client success videos to assist with recruiting and hiring initiatives that prequalified successful candidates.
* Proactively monitor and strive to maintain high data quality, accuracy, and process consistency across all sales systems.
* Make short-term and long-term projections and set up the process for success.
* Evaluate and implement improvements to sales programs and processes from planning and prioritization to pricing and margin strategies.
* Plan, prioritize, and schedule the team’s activities to use resources effectively, and work schedules and targets are met.
* Create and develop sales policies that drive operational efficiency, compliance, and revenue growth.

***Achievement Snapshot:*** *Meticulously work to optimize the sales process, recognize trends in data and refine operational models. Manage the entire sales operations team to ensure day-to-day tasks get accomplished.*

**Paver Pro Restoration & Sealing, Jacksonville, Florida 2014 - 2017**

**Principal**

**Developed and executed an effective sales strategy for future success and managed top-line revenue growth and profit margins. Mapped allocated accounts, built strong work relationships with clients for repeat business. In addition, planned and targeted sales prospecting and focused target market verticals led to massive growth and revenue.**

* Led end-to-end sales cycle, scanning data, fixing-up meetings, driving client meetings and selling services.
* Forecasted accurate sales funnel, maintained, and reported timely business updates for weekly sales review meetings.
* Analyzed account performance against key metrics to identify, recommend and implement optimization solutions to increase efficiency and meet clients’ KPIs.
* Oversaw activities related to assigned accounts, including activities related to contract, renewal, and new business.
* Identified rolling forecasts of sales and activities along with performance shortfalls and recommended corrective actions.

***Achievement Snapshot:*** *Successfully increased revenue up to $1m+ annually over three years of sales and marketing, commercial B2B, and consumer. Ensured the highest levels of controls and compliance were adhered to while meeting sales targets.*

**North American Senior Benefits, USA 2012 – 2014**

**Regional Vice President**

**Developed an insurance sales strategy and execution, executed lead generation through mailers, telemarketing, and group presentation. Used existing relationships to grow business to new clients and current accounts. Owned all plans and strategies for developing business and achieving the company’s sales goals.**

* Developed and executed regional sales strategy to achieve defined business results. Perfected the technique of emotional purchase by employing question-based selling techniques. 
* Executed planned sales activities and developed a target list of high potential new customers.
* Led assigned sales team with effective communication of expectations; enabled the team’s success through effective leadership and coaching.
* Built a sales team of 20+ agents and managers within one year through proprietary recruiting, trained staff on presentation and closing techniques using seminars, boot camps, and conference calls.
* Mentored, trained, and guided a sales team that was ranked in the company’s top 5 national sales force metrics.

***Achievement Snapshot:*** *Implemented innovative sales techniques to increase customer satisfaction. Achieved high-quality sales outcomes and augmented profits by achieving the new business sales targets.*

**PMA USA, Jacksonville, Florida 2010 – 2012**

**District Sales Manager**

**Drove B2B sales, aggressively expanded the customer base, and generated new revenue. Engaged with prospects to understand their unique and specific pain points and produced compelling business cases to meet their needs. Conducted sales seminars to groups of 100+ sales professionals, this resulting in catapulting sales for the company.**

* Focused on medical facilities, school systems, Sheriff offices, and county administration; contacted potential prospects from personally generated research to build a robust sales pipeline.
* Identified new opportunities within existing and prospective enterprise accounts and engaged meaningfully and long-term with c-level and executive decision-makers.
* Used a consulting and solution-orientated sales method to convince enterprises efficiently.
* Drove business planning efforts within the sales department, effectively performed well in a dynamic environment.
* Negotiated, monitored, and controlled all sales margins. Exceeded revenue targets and sales quotas with monthly quota attainments and KPIs.

***Achievement Snapshot:*** *Accelerated new sales growth, consistently exceeded quotas by developing new sales strategies and value propositions to close new business. Consistently ranked 1st in sales, 21st during the 2011 cycle.*

**ADDITIONAL WORK EXPERIENCE**

**Account Manager** | SelectQuote ▪ 2008

**Owner** | Guthrie’s ▪ 2007

**District Sales Manager** | PMA USA ▪ 2004

**District Sales Manager** | United Group Associates ▪ 2002

**Commercial Account Manager** | Aaron’s Office Furniture ▪ 2000

**Areas of expertise include:**

CRM Management

CRM Workflow

CRM Management

CRM Lead Integration

Deal Stages

Virtual Call Center Management

Recruiting

Recruiting Funnels

VoIP Dialers

SEO

Pay Per Click

Sales Funnels

Email Marketing

Scheduler Management

Calendar Management

Project Management

Workflow Management

Appointment Setter Management

Asana Management

Slack Management

Online Course Creation

Facebook

LinkedIn

YouTube

Vimeo

Video Editing

Google Suite

Microsoft Suite

Lucid chart Certified

SaaS Solutions

Zapier Integration

High Ticket Sales Coaching

Sales Team Coaching

B2B Account Management